

## ABSTRACT

**Ajeng Mutiara Syifa Aulia. 1155030013. *The Use of Dirty Words to Show Impoliteness in Islamophobia Social Experiment Youtube Content*. An undergraduate Thesis. English Studies Department. Faculty of Adab and Humanities Thesis. State Islamic University of Sunan Gunung Djati Bandung.**

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Dirty words are language phenomenon that also bring meaning as they are used by human in their conversation. Dirty words also have functions or purposes. The function of dirty words is to express human feelings. Human expressions could be happiness, sadness, anger, and many others. In other words, people swear in many conditions based on their feelings. Hence, this study is undertaken to answer the following questions 1) What types of dirty words are found in Islamophobia Social Experiment YouTube Content videos? 2) What are the impoliteness strategies found on YouTube content creators in Islamophobia Social Experiment YouTube? The researcher use Cursing theory by Jay (1992) and theory of impoliteness strategy by Culpeper (2011) to analyze the data. The research method of this research is descriptive qualitative method. In analyzing the data this research uses four steps, there are reading, categorizing, analyzing and concluding. Based on the data analysis, the findings show that the type of dirty words from several youtube channels that contain islamophobia is dominated by Epithets in the dirty words types (15 data). Meanwhile, the findings of other types are: insult and slur is 7 data, cursing is 4 data, obscenity 3 data, taboo is 2 data, and scatology only found a data. The impoliteness strategy are found in the data are bald on record, positive impoliteness, negative impoliteness, mock and sarcasm, and withhold impoliteness. Based on the data analysis, it can be concluded that epithets is more widely used than others types of the dirty words, because it can clearly show the impoliteness to attack someone's face. It is also concluded that in one sentence there could be more than one dirty words in the data that have been analyzed.

*Key words: Dirty Words, the types of dirty words, the impoliteness strategy*